



from the **PRESIDENT**

ON THE FIRST DAY OF MARCH, A NUMBER POPPED UP ON MY SCREEN: 40%.

It was in the USDA's Egg Markets Report for February, and what it meant was that more than 40% of the hens in the US egg industry are now—*for the first time in history since the advent of factory farming*—out of cages.

I took a deep breath. This was big.

There are roughly 310 million hens in the egg-laying flock in the US. Now, 40% of them—almost 125 million birds—will never have to endure the brutality of life in a cage the size of a microwave. In other words, for every 5 hens in the egg industry, 2 will be spared from extreme confinement. **THAT'S ALMOST HALF OF ALL THE HENS TRAPPED IN THE US FOOD SYSTEM.**

To really put this into perspective, I like to think back to 2009, 15 years ago, when only 3.6% of hens were spared from horrific cages. Since then, the cage-free flock has grown more than tenfold—and that's thanks to the compassion, dedication, and vision of relentless changemakers like you.

We're getting closer to the tipping point—that moment when cage-free becomes the new normal, and we can set out, together, to keep raising the bar for animals. If we can come this far, this fast, imagine what we can do to end the abuse of animals in the years to come. Thank you for moving mountains with us.

For the animals,

Vicky Bond
President
The Humane League

Q1 2024

• **Progress Report**

globeTROTTERS

HILTON IS ONE OF THE WORLD'S LEADING HOSPITALITY COMPANIES. With its nearly 1.2 million rooms nicely outfitted with fresh towels and fluffy pillows, Hilton has hosted over 3 billion guests in 126 countries and territories in its century-long history. Its Waldorf Astoria brand has locations on Park Avenue in New York, overlooking St. Peter's Dome in Rome, and nestled amongst the mangroves of Cancun. John Lennon and Yoko Ono held their Bed-In for Peace at the Hilton Amsterdam in 1969. The Beverly Hilton, in Beverly Hills, hosts the annual Golden Globe Awards. The Hilton family includes Paris and Nicky Hilton, Hollywood starlet Elizabeth Taylor (briefly), and several Real Housewives.

BUT NO COMPANY IS TOO BIG, OR TOO POWERFUL, TO GET AWAY WITH ANIMAL ABUSE. NOT WHILE WE'RE HERE TO CALL THEM OUT.

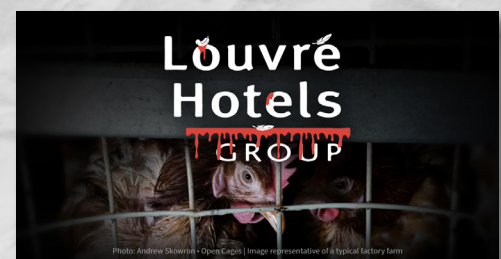
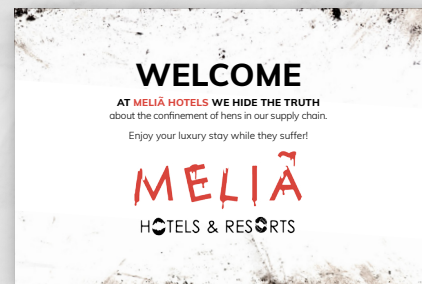


Following the release of a *new animal welfare report* exposing ethical gaps in the travel industry, The Humane League and the Open Wing Alliance launched a hard-hitting campaign against Hilton and two other major

hospitality brands, Louvre Hotels Group and Meliá Hotels International. Hilton, Louvre, and Meliá all promised their customers they'd stop keeping hens in brutal cages—but were they actually following through, or were they continuing to make millions off the suffering of animals? Together with advocates like you, we called on these hotels to come clean.

ONCE THE CAMPAIGN LAUNCHED, IT TOOK JUST 3 DAYS OF NEGOTIATIONS—including 6:30 AM meetings with exhausted execs—**FOR HILTON TO PUBLICLY REPORT THEIR PROGRESS TOWARD ENDING CRUEL CAGES.** A couple days after that, Louvre also fell to the pressure and announced its global cage-free egg progress. And, less than three weeks after the campaign began, Meliá finally came forward with a status update of its own. All together, these corporations serve an estimated 285 million eggs annually, which means an estimated 1 million hens will be spared from suffering. Thanks to you, these “luxury” brands are on track to spare every single hen in their supply chains from brutal cages and “business as usual.”

snapshots of our campaigns
AGAINST CRUELTY



Q1 spotlights



COMING TOGETHER AGAINST A COMMON ENEMY

In 2022, our video team traveled to Oklahoma to meet with people who have been living with—and fighting back against—the growing threat of factory farming across their state. From slaughterhouse workers to politicians, from veterinarians to members of the Cherokee Nation, they're all coming together as Oklahomans against a common enemy: **INDUSTRIALIZED ANIMAL AGRICULTURE.**

What came out of these conversations was a first-of-its-kind documentary from The Humane League: [Common Enemy](#). It's a powerful exposé of the immense harms caused by animal farming, and it's a celebration of the resilience and tenacity of those tackling it head-on. These Oklahomans are fighting for clean water. For land uncontaminated by feces. And for the 220 million animals farmed in their state each year. Our food system is broken—and it'll take all of us, coming together, to transform it for the better.

KOMONEWS

Bill to ban octopus farming in Washington state heads to Gov. Inslee's desk



Bill to ban octopus farming passes Washington senate

IFSCIENCE

A Trailblazing Ban On Octopus Farming Becomes Law In Washington State

CONGRATULATIONS, WASHINGTON!

When Governor Jay Inslee signed HB 1153—the law that bans the farming of octopuses in WA—he made history. This law is the first of its kind in the nation, and a truly monumental victory for octopuses. Compassionate people in Washington pushed hard for this ban, and Animal Policy Alliance member [Pasado's Safe Haven](#) saw this legislation through to the end.

LEGACIES OF COMPASSION

For a limited time, when you [leave a legacy gift](#) for The Humane League and let us know, a generous matching donor will make an immediate gift to THL—up to \$2,500!—to fund our life-changing work. That means you'd be making an impact today—and creating a legacy of kindness for future generations to carry forward as we end the abuse of animals raised for food.

SETTING BENCHMARKS IN ASIA



Asia is home to most of the world's commercially farmed hens. Around 63% of all egg-laying hens live on the Asian continent, amounting to more than 3 billion birds. Of these, nearly 90% spend their entire lives in cages.

In February, Open Wing Alliance members published the inaugural [Asia Cage-Free Benchmark](#), a collaborative effort led by [Environment & Animal Society of Taiwan \(EAST\)](#). This report explores the critical role of governments across Asia as countries transition to cage-free farming. Governments in Asia have a critical role in the shift to cage-free systems, and the

Benchmark provides a useful tool for governments seeking to leverage change for animals. It also offers a snapshot of the progress being made in the world's most populous region.

When the Benchmark launched, EAST held a press conference with legislators from Taiwan's three largest political parties. [Animal Friends Jogja \(AFJ\)](#), in Indonesia, hosted a webinar attended by members of the Ministry of Agriculture and regional government departments. The discussion lasted almost two hours, with attendees agreeing that the transition from conventional to cage-free layer farming systems must be accompanied by appropriate policy support from the government. Both EAST and AFJ are previous Open Wing Alliance grantees.



your q1 **IMPACT**

26

**COMPANIES
REPORTED**

on their commitments
to spare 9.6 million hens
from cages yearly

1,420

**GRASSROOTS
ACTIONS**

taken
to end the abuse of
animals raised for food

277K

MESSAGES SENT

to decision-makers
demanding an end to
extreme animal cruelty

38

**NEW CORPORATE
CAGE-FREE
COMMITMENTS**

were secured by the
Open Wing Alliance



Q1 financial UPDATE

RAISED
\$11,898,000

PLEGGED
\$554,000

ROOM FOR FUNDING
\$9,892,000

MAKE A GIFT TODAY

Share our mission with your
networks and encourage them
to also support THL.

We're immensely grateful to our fearless supporters who have made it possible for us to remain relentlessly effective in our mission to end the abuse of animals raised for food. **WE APPRECIATE YOUR CONTINUED SUPPORT** to impact even more animals all around the world.